

Amendment

Applicant: Howard Taub et al.

Serial No.: 09/996,899

Filed: November 30, 2001

Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS TO REVIEW DISTRIBUTED CONTENT

REMARKS

This Amendment modifies the Request for Continued Examination (RCE) filed herewith. With this Amendment, claim 43 has been cancelled without prejudice, claims 49 and 50 have been added, and claims 3, 4, 6, 7, 13, 19, 22, 24, 30, 36, and 40 have been amended to clarify Applicant's invention. Claims 1-9, 11-19, 22-42, and 44-50, therefore, remain pending in the application and are presented for reconsideration and allowance.

Claim Rejections under 35 U.S.C. § 103

Claims 1-9, 11, 12, and 30-39 are rejected under 35 U.S.C. 103(a) as being unpatentable over Goldhaber et al. U.S. Patent No. 5,794,210 in view of Dedrick U.S. Patent No. 5,768,521. Claims 13-29 and 40-48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Goldhaber et al. U.S. Patent No. 5,794,210.

With regard to independent claim 1, Applicant respectfully traverses the rejection of this claim. Independent claim 1 includes "a plurality of values that indicate different amounts based on a manner of rendering that the sender offers to credit a receiver for rendering at least a portion of the message content."

With regard to independent claim 13, this claim includes "a bank request module configured to verify that an advertiser bank account identified by the advertiser bank account identifier in the content packet can satisfy the value identified in the content packet," and has been amended to clarify that the e-mail program includes "a rules module containing payment values that the receiver requires from the sender for the receiver to render the content message" and "a rendering module configured to render the content message if the value that the sender is willing to pay the receiver to render the content message meets or exceeds a payment value established in the rules module and if the bank request module verifies sufficient funds are in the advertiser bank account to pay the value included in the content packet."

With regard to independent claim 22, this claim has been amended to clarify that the printer includes "a rules module that contains a value the receiver requires from the sender for the receiver to print the content message and that is configured to print the content message if

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the print value that the sender is willing to pay the receiver to print the content message is greater than or equal to the value that the receiver requires."

With regard to independent claim 30, this claim has been amended to clarify that the method includes "assembling a content packet at a computer device, the content packet including a content message and a plurality of rendering values that indicate different amounts based on a manner of rendering that a sender of the content message offers to credit the one or more receivers for rendering the message content" and includes "crediting the receiver that rendered the content message with an amount equal to at least one of the plurality of rendering values based on the manner of rendering."

With regard to independent claim 40, this claim has been amended to clarify that the method includes "verifying the sender computer device corresponds to a bank account that contains sufficient funds to satisfy the rendering value" and "automatically initiating rendering of the content message if the rendering value is greater than or equal to a pre-determined rendering limit of the receiver and the bank account contains sufficient funds to satisfy the rendering value."

With respect to the Goldhaber et al. and Dedrick patents, Applicant submits that neither of these patents, individually or in combination, teach or suggest a server from which a sender distributes content messages to one or more receivers as claimed in independent claim 1, an e-mail program as claimed in independent claim 13, a printer as claimed in independent claim 22, a method for distributing content messages to one or more receivers as claimed in independent claim 30, nor a method for receiving content messages from one or more sender computer devices as claimed in independent claim 40.

For example, the Dedrick patent discloses that the target user profile may be associated with a pricing hierarchy for advertising information such that "a targeted end user receives a larger price credit than an end user that was not targeted by the advertiser" (col. 5, lines 47-50). The Dedrick patent, however, does not teach or suggest a plurality of values that indicate different amounts based on a manner of rendering that the sender offers to credit a receiver for rendering the message content.

In addition, neither the Goldhaber et al. patent nor the Dedrick patent teach or suggest verifying that a sender or advertiser has sufficient funds to satisfy a rendering value that the

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sender or advertiser is willing to pay a receiver to render the content message. For example, at col. 7, lines 29-40, the Dedrick patent discloses that (emphasis added):

When an end user requests electronic information, the metering server 14 calculates the price of consuming the electronic information from the cost type and the cost value associated with the information. By way of example, the metering process 36 subtracts the price from the account balance and then determines whether the result is greater than zero. If the price of consuming the electronic information does not exceed the balance, the metering server 14 sends the unit of electronic information to the end user. If the price does exceed the balance, the metering server 14 will not send the electronic information to the end user and may inform the end user of the remaining balance.

The metering mechanism of the Dedrick patent, however, does not verify that a sender or advertiser has sufficient funds to satisfy a rendering value that the sender or advertiser is willing to pay a receiver to render the content message. Rather, the Dedrick patent determines whether an end user (i.e., receiver of information) has an account balance sufficient to receive pay-for electronic information when an end user requests electronic information.

Furthermore, neither the Goldhaber et al. patent nor the Dedrick patent teach or suggest rendering a content message only if the value that the sender is willing to pay the receiver is greater than or equal to a pre-determined value that the receiver requires.

In view of the above, Applicant submits that independent claims 1, 13, 22, 30, and 40 are each patentably distinct from the Goldhaber et al. and Dedrick patents and, therefore, are each in a condition for allowance. Furthermore, as dependent claims 2-9 and 11-12 further define patentably distinct claim 1, dependent claims 14-19 further define patentably distinct claim 13, dependent claims 23-29 further define patentably distinct claim 22, dependent claims 31-39 further define patentably distinct claim 30, and dependent claims 41-42 and 44-48 further define patentably distinct claim 40, Applicant submits that these dependent claims are also in a condition for allowance. Applicant, therefore, respectfully requests that the rejections of claims 1-9, 11, 12, and 30-39 under 35 U.S.C. 103(a) and claims 13-29 and 40-48 under 35 U.S.C. 103(a) be reconsidered and withdrawn, and that claims 1-9, 11-19, 22-42, and 44-48 be allowed.

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New Claims

With this Amendment, Applicant has added new independent claims 49 and 50. The printer of new independent claim 49 recites, amongst other things, "a rules module that contains a value the receiver requires from the sender for the receiver to print the content message and that is configured to print the content message if the print value that the sender is willing to pay the receiver to print the content message is greater than or equal to the value that the receiver requires" and "a funds verifier configured to verify that sufficient funds to pay the print value to the receiver are in a sender bank account identified by the sender bank account identifier."

In addition, the method of new independent claim 50 recites, amongst other things, "assembling a content packet at a computer device, the content packet including a content message, a sender bank account identifier, and a plurality of rendering values that indicate different amounts based on a manner of rendering that a sender of the content message offers to credit the one or more receivers for rendering the message content," "accessing a sender bank account identified by the sender bank account identifier to verify that the account exists and that there are sufficient funds in the account to cover the rendering value," and "crediting the receiver that rendered the content message with an amount equal to at least one of the plurality of rendering values based on the manner of rendering."

With respect to the Goldhaber et al. and Dedrick patents, Applicant submits that neither of these patents, individually or in combination, teach or suggest a printer as claimed in new independent claim 49 nor a method for distributing content messages as claimed in new independent claim 50. Applicant, therefore, submits that new independent claims 49 and 50 are each patentably distinct from the Goldhaber et al. and Dedrick patents and, therefore, are each in a condition for allowance.

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In view of the above, Applicant respectfully submits that pending claims 1-9, 11-19, 22-42, and 44-50 are all in a condition for allowance and requests reconsideration of the application and allowance of all pending claims.

Any inquiry regarding this Amendment should be directed to either Jeff D. Limon at Telephone No. (541) 715-5979, Facsimile No. (541) 715-8581 or Scott A. Lund at Telephone No. (612) 573-2006, Facsimile No. (612) 573-2005. In addition, all correspondence should continue to be directed to the following address:

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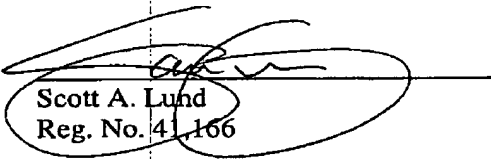
Respectfully submitted,

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CERTIFICATE UNDER 37 C.F.R. 1.8: The undersigned hereby certifies that this paper or papers, as described herein, are being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (571) 273-8300 on this 20th day of February, 2006.

By 
Name: Scott A. Lund

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